



Trade News

Volume 7, Issue 9

September 2003

September 2003

**The U.S. Department of
Commerce's (USDOC)
U.S. Export Assistance
Centers Serving North and
South Carolina —**

Charlotte, NC USEAC

(704) 333-4886; 332-2681 fax
Sam Troy, *Network Director*
Juanita Harthun, *Trade Specialist*
Shannon Healey, *REI Assistant*
Dan Holt, *SBA, Int'l. Finance Officer*
Greg Sizemore, *Trade Specialist*
George Thomas, *Trade Specialist*
Office.Charlotte@mail.doc.gov

Greensboro, NC USEAC

(336) 333-5345; 333-5158 fax
John Schmonsees, *Manager*
Iris Conner, *Trade Reference Asst.*
Stephanie Heckel, *GDI Intern*
John.Schmonsees@mail.doc.gov

Raleigh, NC USEAC

(919) 715-7373 x 612; 715-7777 fax
Debbie Strader, *Manager*
Shirreef Loza, *Trade Specialist*
Debbie.Strader@mail.doc.gov

Columbia, SC USEAC

(803) 765-5345; 253-3614 fax
Ann H. Watts, *Director*
Jayne Woodward, *Trade Specialist*
Office.Columbia@mail.doc.gov

Charleston, SC USEAC

(843) 760-3794; 760-3798 fax
Phil Minard, *Manager*
Phil.Minard@mail.doc.gov

Greenville, SC USEAC

(864) 271-1976; 271-4171 fax
Denis Csizmadia, *Manager*
Denis.Csizmadia@mail.doc.gov

TRADE NEWS is the monthly newsletter of the U.S. Commercial Service, U.S. Dept. of Commerce in North and South Carolina. It is distributed by email. To correct, add or delete an address, send complete contact information to the Columbia USEAC at the email address or fax # above.

Sam Troy Named Director of the Charlotte USEAC Network - On September 7th, Sam Troy will officially assume his new position as Director of the Southeastern U.S. Export Assistance Center (USEAC) in Charlotte, NC. As Director, Mr. Troy will be responsible for coordinating and managing the export promotion and trade facilitation efforts of the U.S. Dept. of Commerce in North Carolina, South Carolina, Tennessee and Virginia. For the past nine years, he served as Director of the Sunbelt USEAC network located in Atlanta. Mr. Troy joined the Commerce Dept. in 1973 and has held several positions including Director of the Greensboro, NC Export Assistance Center; Regional Managing Director; and Director of Domestic Operations.

Greg Sizemore Returns to Charlotte USEAC - After working in the Northern Virginia USEAC for the past two years, Greg Sizemore has decided to return to North Carolina. We know companies that worked with Greg in the past will be glad to know he is back in the Charlotte USEAC!

Business Seminar on Financing Private and Public Sector Infrastructure Projects:

The Inter-American Development Bank (IDB) will host this seminar at its Washington, D.C. headquarters on September 25th & 26th. This event will concentrate on IDB support for infrastructure projects in Latin America and the Caribbean. IDB specialists will describe a variety of operations being financed by the Bank in the region, in sectors such as energy, transportation, water & sanitation and urban development. The program offers an excellent opportunity to hear experts in the field and learn about specific case studies of successful IDB projects in Latin America and the Caribbean. In addition, it represents a unique networking opportunity, not only with Bank staff involved in projects, but also with representatives from our Country Offices and other firms attending the seminar. Registration fee of US\$145 includes continental breakfasts, seminar sessions, publications, briefing book, IDB phone directory, two networking luncheons and a cocktail reception on the 25th. For more information or to register, go to http://www.iadb.org/exr/English/business_opp/regform.htm.

Feature Your Company on U.S. Commercial Service Websites Worldwide:

Featured U.S. Exporters (or FUSE) is a directory of U.S. products featured on the websites of U.S. Commercial Services offices around the world. It gives your company an opportunity to target specific country markets in the local language of business. Currently, this service is offered "free of charge" to qualified U.S. exporters seeking trade leads or representation in the following markets: Australia, Austria, Belgium, Germany, Hong Kong, Indonesia, New Zealand, Portugal, Singapore, Slovakia, Switzerland, Taiwan and Thailand. For a free listing, complete the registration form at: <http://www.buyusa.gov/home/fuse.html>.

European Commission Proposes to Reduce Barriers to Services within the EU:

Does your company provide or use services within the European Union market? Has your company been affected by the obstacles that exist to providing/using services on a pan-EU basis? Would you like to see those obstacles removed/mitigated? The European Commission is asking U.S. companies to provide information on the types of barriers encountered and the associated costs to their business. To submit your comments, email Office.Columbia@mail.doc.gov and questionnaires will be sent to you. The Commission will not cite individual company names in its report. Deadline for submitting comments is Sept. 30.

CS Osaka Offering Free Initial Analysis of Potential for Selected Products/Services:

In recognition of improving market conditions in Western Japan, the Commercial Service post in Osaka is offering an initial analysis of U.S. companies' potential in this region and a preliminary Japan market entry plan for the following sectors: sporting goods/recreation equipment, residential (home) building materials, textiles, apparel and industrial textiles. To take advantage of this opportunity, contact your local USEAC.



THE CANCUN MINISTERIAL: THE DOHA DEVELOPMENT ROUND AT MID-POINT

The Trade Ministers and other officials from the 146 World Trade Organization (WTO) Members will meet in Cancun, Mexico, on Sept. 10-14. The Fifth WTO Ministerial, as this meeting is formally known, will mark the mid-point in the current WTO negotiations, launched in Nov. 2001 and scheduled to conclude by the end of 2004. Why should U.S. business care about this event? What will happen there? Much is at stake in the current WTO negotiations, referred to as the Doha Development Agenda or DDA, for the U.S. and other WTO member countries. At the most basic level, moving forward boldly at Cancun and in the DDA negotiations as a whole will help determine whether the WTO can continue to serve as a forum for trade liberalization that promotes economic growth.

Trade is a vital component of the American economy. Considerable barriers continue to impede the ability of U.S. firms, large and small, to export agricultural, consumer and industrial goods as well as services. Bringing down those barriers could provide substantial benefits for U.S. exporters, who account for about a quarter of the country's economic growth and support about 12 million jobs—jobs that pay wages 13-18 percent higher than the U.S. average. One in three acres of American farms, representing over \$56 billion in annual sales—are planted for export. Improved access to imported production inputs will help U.S. firms stay competitive with foreign producers. Consumers also benefit because of higher incomes and lower prices. Overall, success in the DDA negotiations could mean considerable annual savings for the average American family, which in turn means more disposable income and greater growth for the U.S. economy. The U.S. has ambitious goals for the DDA. The core of these negotiations is market access. We seek to significantly reduce or eliminate tariffs on all industrial trade, dramatically reform the agriculture sector, lower transaction costs by increasing transparency and promoting fair procedures in customs administration and government procurement.

The DDA negotiations are difficult and have reached a critical juncture. Deadlines for various aspects of the negotiations have come and gone over the past year. For instance, WTO Members missed internal targets for agriculture, non-agricultural market access and dispute settlement. A number of other important details WTO Members hoped to have concluded before Cancun, including those relating to developing country interests, remain unresolved. At Cancun, Ministers will have to take these issues on along with decisions on certain aspects of intellectual property protection and on whether to launch negotiations on transparency in government procurement, trade facilitation, competition, and investment. With such a full plate, will Cancun be a success?

The key area to watch is agricultural reform that has been named by developing and developed countries alike as a "must see" in the negotiations. Without progress on liberalizing agriculture trade, other issues likely will remain stalled. Importantly, the European Union (EU) in late June announced reform of its Common Agricultural Program. But it is unclear how far the EU will be able to move in the agriculture negotiations to reform its domestic supports, export subsidies and agriculture tariffs. With regard to industrial and consumer goods, the proposal issued by Chairman Girard contains many of the elements that will need to be in the final mix, but will require a significantly greater level of ambition to result in commercially meaningful market access improvements. In services, negotiations are on track, and need to be broadened and intensified.

So, what will happen at Cancun? In order to move the negotiation process forward, Ministers will seek broad agreement on the desired level of ambition for the negotiations and establishing milestones and deadlines for the time remaining. While it would be ideal for the Ministers also to agree on specifics, given the number of issues that remain undecided, this may not be possible in all areas of Cancun. After Cancun, then what? With the framework set by Ministers, specific details, such as the precise components of the tariff-cutting formula and specific sectors for tariff elimination or harmonization, can be negotiated this fall by the established negotiating groups. This will leave a little over a year to complete the negotiations. With an ambitious mandate and clear guidance set by Ministers at Cancun, this still should be time enough to get the job done well.

For more information, call Eileen Hill, DOC/ITA/MAC/OMA at 202-482-5276. The World Trade Organization web site, www.wto.org is also a good source of information.

Check Out These Valuable Resources:

- ✓ **Iraq Reconstruction Task Force** wants to inform you of the following business opportunities in Iraq. The Coalition Provisional Authority (CPA) that is currently governing Iraq is now issuing contracts and tenders directly from Iraq. All solicitations are available on the CPA website at <http://www.cpa-iraq.org/business/index.html>. For a complete overview of information on Iraq Reconstruction, please visit www.export.gov/iraq. It is strongly recommended that any company interested in Iraq read the "Business Guide on Iraq" which is updated every two weeks.
- ✓ **Office of Export Promotion Services' Trade Events List:** To view a listing of Domestic/International Trade Shows, Trade Missions and Int'l. Catalog Exhibitions planned for 9/03-9/04, go to http://www.export.gov/comm_svc/eps_events060603.html.
- ✓ **Inter-American Development Bank (IDB) Procurement Notices on the Web** - As of May 2003, the *IDB Projects Online* site ceased to exist. In an effort to increase transparency and to facilitate access to information on IDB projects and procurement opportunities, the IDB has moved the information to a new free website. To access these leads, go to <http://www.iadb.org/>. Look to the left side under *Projects* and click on *Procurement*.



Trade Calendar for North and South Carolina September 2003

North Carolina:

- September 10-12:** **North Carolina World Trade Association Annual Conference.** *Sponsors:* North Carolina Ports, RBC Centura, Lufthansa, Star Asia International, Inc., Virginia Port Authority, KMZ Rosenman, NCWTA- Cape Fear Chapter, CheerWine, NC Department of Commerce-ITD. *Location/Time:* Pine Needles Lodge & Golf Club, Southern Pines, North Carolina. September 10-12, 2003. *Cost/Registration:* NCWTA Members: \$270, Non-Members: \$340. To register, please visit https://www.ncwta.org/ssl/2003_reg.asp. *Contact:* For more information about the event, including an agenda please visit: <http://www.ncwta.org/> click on Trade Events.
- September 17:** **CEEBC Open House Outreach.** *Sponsors:* Raleigh USEAC, CEEBC, Congressman Frank Balance, NC State Industrial Extension Service, North Carolina's Northeast Partnership, NC TeleCenter *Location/Time:* NC TeleCenter, 415 E. Blvd., Williamston, NC, 27892 11:00 a.m.- 5:00 p.m. *Cost:* There is no registration fee but space is limited and pre-registration is required. *Contact:* Debbie.Strader@mail.doc.gov or Shirreef.Loza@mail.doc.gov, Raleigh USEAC.

South Carolina:

- September 17:** **Roundtable Discussion with U.S. Commercial Service Specialists from Albania, Bulgaria, Serbia and Montenegro.** *Sponsors:* Columbia USEAC and the S.C. Department of Commerce *Location:* SCDOC Presentation Center, 1201 Main Street, SouthTrust Building, 15th Floor, Columbia. Additional details will be announced shortly. *Contact:* Jayne Woodward, Columbia USEAC, Jayne.Woodward@mail.doc.gov or 803-253-3612.

Opportunities to Promote Your Products and Services

Commercial News USA (CNUSA), an official publication of the U.S. Dept. of Commerce, is an American export catalog magazine that will promote your U.S. products and services to more than 145 countries at a fraction of the cost of any other advertising. Printed and distributed monthly, CNUSA is distributed free of charge through U.S. embassies and consulates worldwide. Each issue features specific industries. Upcoming industry highlights for the remaining 2003 issues are: **November 2003:** Building, Construction & Hardware; Health/Fashion & Beauty Products; Hotel & Restaurant Equipment; Food & Food Processing. Closing date: 09/04/03. **December 2003:** Industrial Equipment, Services & Supplies; Medical/Scientific Products & Equipment; Sports & Recreation Equipment & Supplies; Consumer Goods. Closing date: 10/02/03. For more information, contact your local USEAC or go to: www.cnewsusa.com.

South African Safari 2003 - October: Durban, Cape Town and Johannesburg - The Commercial Service in South Africa is organizing a road show to introduce American products and services to interested South African buyers. For \$150, participants will reach thousands of South Africa businesses in three major cities and will receive trade leads after every show. Targeted sectors are: aerospace/defense, apparel/textiles, auto parts, consumer goods, environmental technologies, information/communications technologies, infrastructure/mining, medical/healthcare/cosmetics, oil and gas/chemicals and safety and security. For more information and to register for this event, go to: <http://www.buyusa.gov/southafrica/en/page276.html>.

Rebuild Iraq 2004 Trade Show will be held January 19-23, 2004, in Kuwait at the International Fair Grounds. The following sectors have been identified as offering the best prospects for companies interested in the Iraqi market: Building & Construction; Oil & Gas; Municipal Services & Security; Hospitals & Health; IT & Communications; Education & Schools; Agricultural & Food, and Consumer Goods. For additional information on this event, go to www.rebuild-iraq-expo.com.

Catalog Showcase at the Yoga Show and Conference, Toronto, Nov. 21-23, 2003 - Here is an opportunity for U.S. companies to participate in the Canadian spa industry that boasts revenues of US\$900 million and a market that is growing at an average rate of 16 percent annually. Cost is only US\$150! For additional information, email: Madellon Lopes at madellon.lopes@mail.doc.gov or Viktoria Palfi at: viktoria.palfi@mail.doc.gov.

Used Equipment Catalog Show in Lima, Peru, Nov. 8-29, 2003 - The Commercial Service post in Lima, Peru, is organizing a Used Equipment Catalog Show at the U.S. Embassy's Commercial Library. This show will include catalogs from a variety of used and refurbished equipment companies interested in establishing a market presence in Peru. In lieu of importing new or state-of-the-art technologies, many companies in Peru purchase reconditioned or remanufactured equipment for industries including food processing and packaging equipment, agricultural machinery, textile machinery and construction/mining equipment. Cost is US\$250. For details contact Isabel Velez at Isabel.Velez@mail.doc.gov.